

**Minutes of the ARIZONA GEOGRAPHIC INFORMATION COUNCIL  
OUTREACH COMMITTEE FOR FEBRUARY 17, 2016**

Those in attendance:

Apkaw, Talia  
Buettner, Glen  
Colman, Tim  
Deveney, Matthew  
Franzman, Seth  
Lemar, Shea  
Mancini, William  
Pulford, Curtis (Chair)  
Straface, Jenna  
Thurman, Cheryl (Chair)  
Whiteford, Patrick

I. Introductions

- a. Welcome new member Patrick Whiteford, Senior GIS Analyst – ADOT; provided information on his position as ADOT
- b. William Mancini also briefly explained his role on the Outreach Committee and mentioned GIS Spotlight project.

II. AGIC Website Updates and Maintenance (Curtis)

- a. Update calendar (Tim)
  - i. Reminders sent to committee members to send items for the Calendar (Tim)
  - ii. Contact regional co-ops for meeting information (Curtis)
    - Curtis noted that this will be a regular on our Agenda
    - Tim has continued his work updating the Calendar, adding additional workgroup information including links to the meeting agendas & minutes. He has also added additional events such as NSGIC and state holidays.
- b. Update news pages (Tim)
  - i. Put reminder/notice regarding 2016 Committee Work Plan updates in News section of the AGIC webpage (Tim, Curtis)
  - ii. Pass news articles on to Curtis – he's trying to do one a week
    - Curtis has added News articles this past month to the website including the "Arizona Risk Report Card" and "NGAC – The Changing Geospatial Landscape".
    - He encouraged committee members to continue to look for and submit articles.
    - Curtis also urged committee to review the website regularly to look for any errors and add additional content to keep the website current and of interest to AGIC members as well as the public.
  - iii. Current information on work plans, meeting minutes.

- Current Work Plans and meeting minutes have been added to the webpage. Curtis noted that some previous information had gone back many, many years. This has now all been updated.
  - iv. Updating of Regional Resources
    - Jenna provided an update on the work she has been doing to update the links for Resources & Regional links. She is working on GIS Coordinating groups and removing links that are not of regional interest.
  - c. Gather news items (Committee)
    - i. Remind Outreach committee members of need for new content
      - Committee members had no additional News articles to add at this time.
    - Action Item:** Committee members research news articles.
  - d. Gather new links and updates to existing links (Committee)
    - Committee members had no additional links or updates to existing links to add at this time.
- III. Update on Assigning Credits for AZGEO Apps (Curtis)
  - Nothing has been done with this, but is something that will be addressed in the near future.
- IV. Update on GIS Spotlight (Curtis) described what the goal is – similar to NSGIC;
  - a. Update (William Mancini if available, otherwise Curtis)
    - William provided information on the GIS Spotlight effort he is working on.
    - The first interviewee was Chris Black from Yuma Air Force base.
    - William asked Chris some standard questions that will be asked of all interviewees, then delved into more specific information about projects he is working on for the Base such as a precipitation study, various environmental studies and others.
    - William noted that he got so much information that he is going to have to pare down the information for the article.
    - He will provide the article in a .pdf format – similar to a magazine format like the Esri magazine.
    - He also discussed creating a story map as the final deliverable, showing the locations where all the interviewees are located, etc.
    - Jeff Wilkerson from ADOT and Nicole Eiden from Game and Fish will be the next interviewed.
    - Curtis noted that we should expand to include contributors to AZGEO.
    - Curtis further expanded that content will vary from interviewee to interviewee and we will have to flow with the content provided. It is important to have the basic standard questions asked to all interviewees such as their background, how they got started or interested in GIS, etc.
    - Patrick suggested that the articles should have key words identified that could be searchable from the AGIC webpage – to promote interest in

specific topics and make it easier for visitors to find information that is of interest to them.

V. New Topics of Discussion

- a. Brainstorm on target groups for Outreach (economic development groups, farm/rural community groups)
  - Discussion on what target groups should be targeted was in depth, and one area of interest that was focused on included Education.
  - The goal is to find out when groups such as the League of Cities, Economic Development groups, Educational group – hold their yearly conferences or meeting, and try to set-up an AGIC table or speak at those gatherings.

**Action Item:** Jenna will provide a copy of the AGIC AZGEO flier to the group.

VI. Old Topics of Discussion

- a. Notifications of AGIC website updates
  - Best way to get out update info on the webpage right now is the AGIC-L list serve. In the next month or two, once the webpage has been revamped a bit more and additional information added, an email blast will go out on AGIC-L encouraging people to check out the new, updated webpage.
- b. 2016 Work Plan Review (Curtis)
  - i. Comments from members
    1. Cheryl coordinated with Steve (Conference Committee) on our goals to develop/update AGIC materials and perform outreach activities to increase conference attendance.
      - The Work Plan was reviewed with new members.
      - Patrick gave his approval and felt that goals 1 & 2 support the primary goal 3 of increasing participation in the AGIC conference.
- c. AGIC Banners Cost Research (Bridget)
  - i. <http://www.display-wholesale.com/Economical-Trade-Show-Kit-1-p/tsk1.htm>  
**\$424.99**  
***Includes:***
    - *Includes custom full-color printing*
    - *(3) 33" Retractable Roll Up Banner Stand (PDE03) with high quality banner print on 13 mil Smooth Blockout Vinyl*
    - *(1) Custom Printed 6 ft. 3 sided Table Throw (PTT63)*
    - *(1) 4 Pocket Mesh Portable Literature Stand (PLR01)*
      - The committee agreed that this expenditure would be a valuable one and should be addressed with the AGIC Council at an appropriate time.
      - It was also discussed that for many of the Outreach activities proposed, such as reaching out to new interest group such as rural

communities, agricultural groups, etc – this type of display is not needed. Most of this type of outreach would be done through a presentation.

d. Update on 2016 Legislative Staff Session (Seth)

- Seth reported that interest on doing another Legislative Staff session was luke warm. They said it would be best to be done when there is a turnover in staff.
- Curtis brought up the fact that the information provided on the first meeting was only a brief snippet of what GIS involves and what can be done with the technology.
- This has been shelved for now, but we may bring it back in the near future to see if additional interest can be generated.

Meeting concluded at 2:12 pm.

A copy of the agenda background material provided to working group members is available for public inspection at the Arizona Geographic Information Council's office at 1616 West Adams Street, Phoenix, AZ 85007, Room 229.

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Members of the Committee will attend either in person or by telephone conference call.

Questions regarding the meeting may be referred to Tim Colman at 602-542-3249.

This agenda will be posted at Arizona State Land Department, 1616 W. Adams, Phoenix, AZ 85007 by Tim Colman on 24 hours prior to meeting.